

CLAIMS

What is claimed is:

- 5 1. A method comprising:
- determining a current location of a mobile station;
- making a comparison of the current location to a designated location; and
- based on the comparison, computing a next time to determine an updated location of the
- mobile station.
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2. The method of claim 1, wherein the determining, making and computing
- functions are carried out by a network server, and wherein determining the current location of the
- mobile station comprises receiving from a location determination system an indication of the
- current location of the mobile station.
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3. The method of claim 1, wherein the determining, making and computing
- functions are carried out by the mobile station, and wherein determining the current location of
- the mobile station comprises:
- sending a position determination request into a network; and
- 20 receiving from the network an indication of the current location of the mobile station.
4. The method of claim 1, wherein making the comparison comprises estimating a
- distance between the current location and the designated location.

5. The method of claim 4, wherein computing the next time to determine the updated location of the mobile station comprises estimating a time interval to travel the distance between the current location and the designated location.

6. The method of claim 5, wherein estimating the time interval to travel the distance between the current location and the designated location comprises using a predefined travel time that corresponds to traveling the distance between the current location and the designated location.

7. The method of claim 6, wherein computing the next time to determine the updated location of the mobile station comprises calculating a percentage of the predefined travel time.

8. The method of claim 1, wherein making the comparison comprises estimating a time interval to travel from the current location to the designated location.

9. The method of claim 8, wherein computing the next time to determine the updated location of the mobile station comprises calculating a percentage of the time interval.

10. The method of claim 8, further comprising, if the time interval is more than a predetermined amount, determining the updated location of the mobile station at a predetermined time interval.

11. The method of claim 8, further comprising, if the time interval is less than a predetermined amount, determining the updated location of the mobile station at a predetermined time interval.

5 12. The method of claim 8, further comprising, if the time interval is between a first threshold and a second threshold, determining the updated location of the mobile station at a predetermined time interval.

13. The method of claim 8, wherein estimating the time interval comprises:

10 requesting the time interval from a geoserver; and
receiving the time interval from the geoserver.

14. The method of claim 13, wherein requesting the time interval from the geoserver comprises sending information indicative of the current location and the designated location to
15 the geoserver.

15. The method of claim 1, wherein computing the next time to determine the updated location of the mobile station comprises computing a time period.

20 16. The method of claim 15, further comprising determining the updated location of the mobile station once the time period expires.

17. The method of claim 1, wherein computing the next time to determine the updated location of the mobile station comprises computing a time of day.

18. The method of claim 17, further comprising determining the updated location of the mobile station at the time of day.

19. The method of claim 1, further comprising repeating the steps of claim 1 until the mobile station is located within a range of the designated location.

20. The method of claim 19, wherein the range is a distance.

21. The method of claim 19, wherein the range is an amount of time to travel from the current location to the designated location.

22. The method of claim 1, further comprising repeating the steps of claim 1 until the mobile station is located at the designated location.

23. The method of claim 22, further comprising once the next time is less than a threshold, stop repeating the steps of claim 1.

24. The method of claim 1, further comprising sending content to the mobile station once the mobile station is located within a range of the designated location.

25. A method comprising:

(a) determining when a mobile station is located within a range of a designated location

by:

(i) determining a current location of the mobile station, and

5 (ii) if the current location is not within the range, computing a next time to determine an updated location of the mobile station, and at the next time, repeating from step (i); and

(b) responsively sending content that is associated with the designated location to the mobile station when the mobile station is located within the range of the designated location.

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26. The method of claim 25, wherein computing the next time to determine the updated location of the mobile station comprises:

estimating a travel time required for the mobile station to travel from the current location to the designated location; and

15 calculating a percentage of the travel time.

27. The method of claim 26, wherein estimating the travel time required for the mobile station to travel from the current location to the designated location comprises:

requesting the travel time from a geoserver; and

20 receiving the travel time from the geoserver.

28. The method of claim 25, wherein sending content that is associated with the designated location to the mobile station comprises sending a short message service (SMS) message to the mobile station.

5 29. The method of claim 25, wherein sending content that is associated with the designated location to the mobile station comprises sending a wireless application protocol (WAP) push message to the mobile station.

30. A system comprising:

10 a content serving element that stores content associated with a designated location and sends the content to a mobile station when the mobile station is located within a range of the designated location; and

a location determining element arranged to:

(a) determine when the mobile station is located within the range; and

15 (b) responsively inform the content serving element when the mobile station is located within the range, wherein the location determining element determines when the mobile station is located within the range by performing a process comprising:

(i) determining a current location of the mobile station, and

20 (ii) if the current location is not within the range, computing a next time to determine an updated location of the mobile station, and at the next time, repeating from step (i).

31. The system of claim 30, wherein the location determining element computes the next time to determine the updated location of the mobile station by:

estimating a travel time required for the mobile station to travel from the current location to the designated location; and

5 calculating a percentage of the travel time.

32. The system of claim 31, wherein the location determining element estimates the travel time by:

requesting the travel time from a geoserver; and

10 receiving the travel time from the geoserver.

33. The system of claim 30, wherein the content serving element includes a plurality of content, where each content is associated with a respective designated location, and wherein given content is sent to the mobile station once the mobile station is approximately located at the
15 respective designated location of the given content.

34. The system of claim 30, wherein the content is selected from the group consisting of advertisements, solicitations, and coupons.